

**OFFICIAL ELECTION MAIL –
GRAPHIC GUIDELINES
AND LOGOS**

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Official Election Mail Logo

The Official Election Mail™ logo is a unique registered trademark designed exclusively for inclusion in the design of Official Election Mail. The United States Postal Service® created the logo in cooperation with the Joint Election Official Liaison Committee to help federal, state, and local government election officials carry out their responsibilities under the National Voter Registration Act of 1993. The logo design features an interpretation of the stars and stripes of the American flag, and the words “Official Election Mail,” clearly visible over the designation — “Authorized by the U.S. Postal Service.”

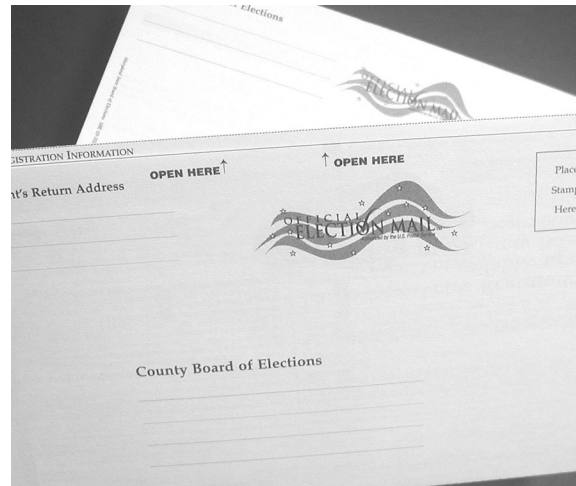
We intend for this guide to provide information regarding the proper usage of the Official Election Mail logo in accordance with Postal Service™ rules and regulations, and to ensure mail containing the logo can be processed in an efficient and cost-effective manner. Correct usage of the logo by election officials helps to ensure the intent and credibility of this symbol remain intact.

The Official Election Mail logo should be used on any mailpiece created by an election official that is mailed to or from a citizen of the United States for the purpose of participating in the voting process. This includes balloting materials, voter registration cards, absentee applications, polling place notifications, and voter reply mail. The logo should be used on all classes of mail and all processing categories however, it is not intended to upgrade service or substitute for postage.

When the Official Election Mail logo appears on a mailpiece, voters recognize the mail as important and distinct from partisan political mailings. Additionally, the logo serves to identify Official Election Mail for Postal Service workers and distinguish it from the thousands of other mailpieces that are processed daily.

Since this logo is a registered trademark, it is important for election officials to:

- Read and comply with the requirements for its use.
- Call 855-593-6093 to consult with a Postal Service Mailpiece Design Analyst to determine how to incorporate the logo into the design of Official Election Mail. Or you can send your request or questions to mda@usps.gov.



Conditions of Use

The Postal Service grants a limited license to use the Official Election Mail logo only under the conditions set forth in 1 through 4 of this section. The Postal Service views any use of the logo inconsistent with these conditions as an infringement of its intellectual property rights.

1. This license is granted only to federal, state, and local government voter registration and election officials. Use by any other person or entity is not approved or licensed and will be considered an infringement of the rights of the Postal Service.
2. The Official Election Mail logo must be used only on Official Election Mail, mailed under the authority of an election official. The logo may not be used on any partisan mailings.
3. The Postal Service reserves the right to obtain information regarding the scope of use, to seek the termination of all unauthorized uses, and to pursue all legal remedies available.
4. Use of the logo must conform strictly to the guidelines set forth in this guide. Placement of the logo on a mailpiece must not interfere with the postage area, address area, return address area, or barcode clear zone.

You can find more information about classes of mail, preparation requirements, rules, regulations and policies online at pe.usps.com.

For questions about mailpiece design and placement of the Official Election Mail logo and to receive camera-ready art of the Official Election Mail logo, send your request to a mailpiece design analyst either by email to: mda@usps.gov or call 855-593-6093.

Direct your questions on the correct reproduction of the Official Election Mail logo to:

BRAND AND POLICY
475 L'ENFANT PLAZA SW RM 4646
WASHINGTON DC 20260-3101

E-mail: imagereq@email.usps.gov

Small Use

Use the small application only on labels, postcards, and envelopes that do not exceed 4 1/8" x 9 1/2" (Standard #10 envelope).



Medium Use

Use the medium application on small-to-medium-sized envelopes that exceed 4 1/8" x 9 1/2" (Standard #10 envelope).



Large Use

Use the large application on placards and all other envelopes, which are large and oversized.



Color and Print Specifications

The following apply:

- Print the Official Election Mail logo using one of these color options:
 - Black.
 - PMS 294 Blue.
 - PMS 485 Red.
- Print the logo only on a light colored background.
- Print the stripes/waves at 40 percent of the selected color.



Black



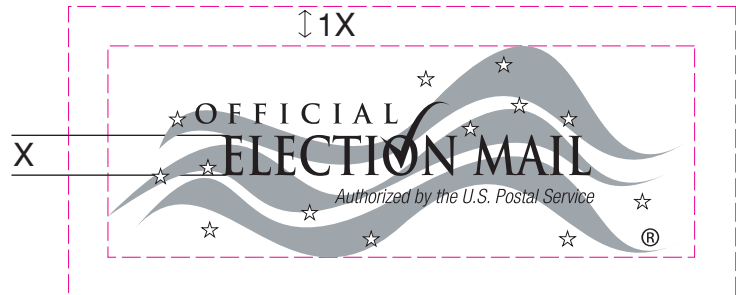
PMS 294



PMS 485

Clearance Area – All Uses

For the small, medium, and large logo, use a minimum 1X clearance area around the entire logo. Do not place other graphics inside the clearance area, this includes the address, postage, and return information. There must also be at least 1X clearance area between the top of the logo and top of the envelope, postcard, or label.



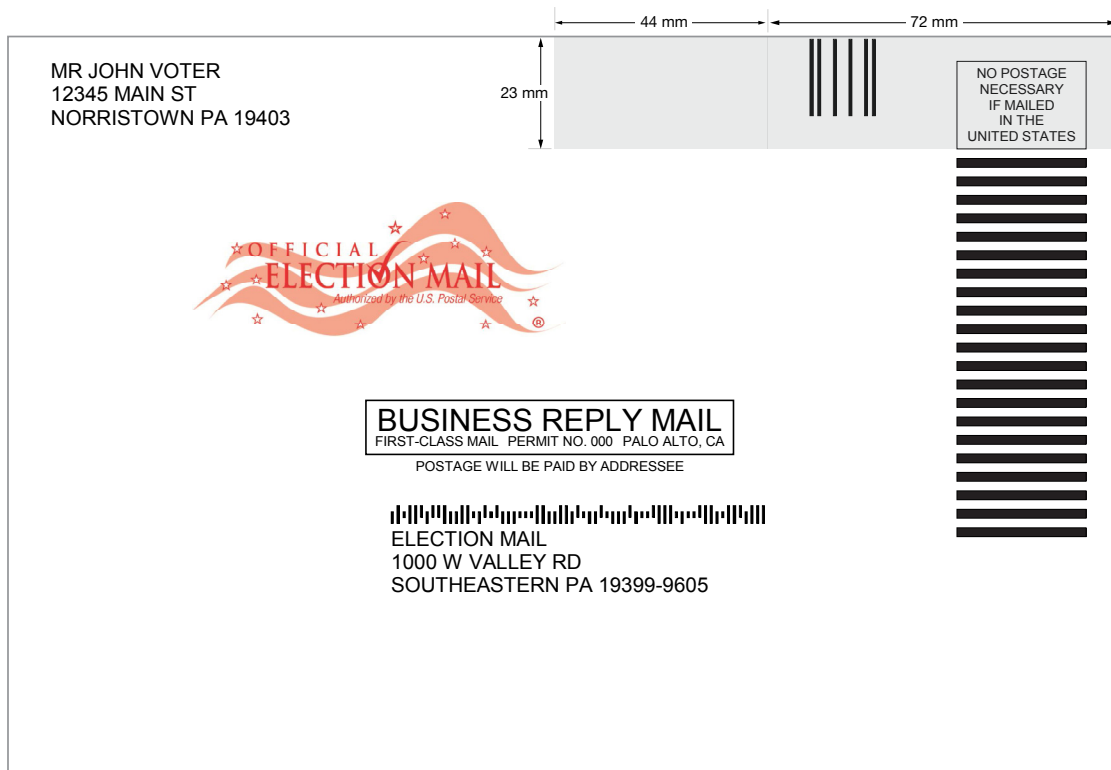
Clearance Area – Allow at least 1X the largest print used in the respective size logo or ¼" whichever is larger.

Placement

On envelopes:

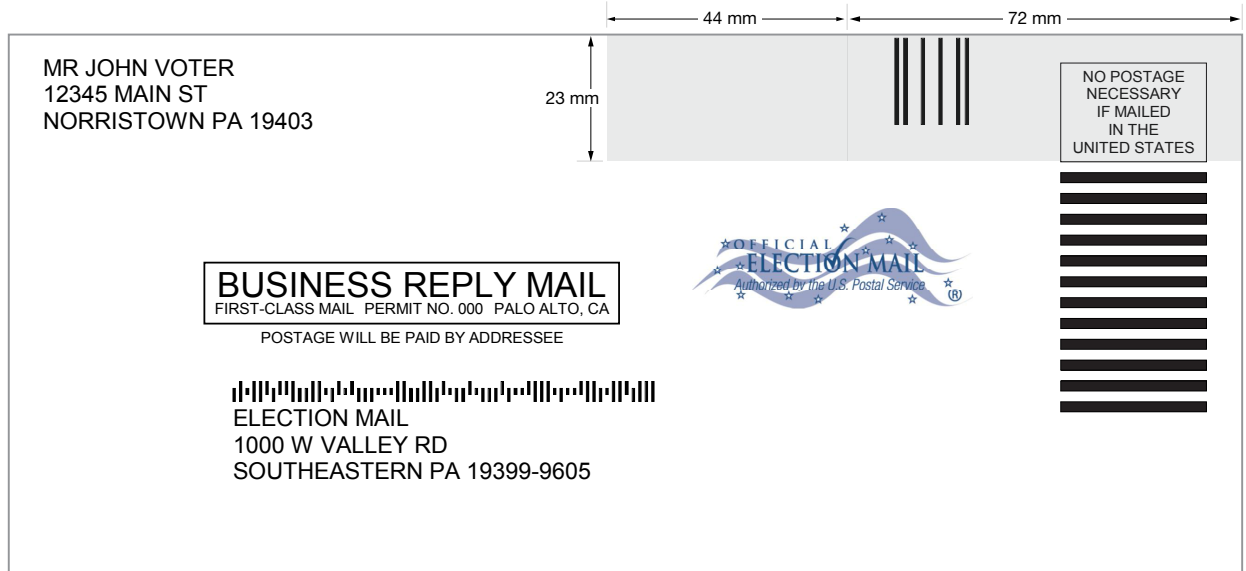
- Place the Official Election Mail logo on the address side of the mailpiece.
- Avoid having the logo encroach upon the the address area and the area for the indicia or postage stamp and the exclusion zone (shown in gray in the graphics). The exclusion zone, which establishes a clear area for a USPS cancellation mark, is 44 mm in length, with its right edge placed 72 mm from the mailpiece's right edge and its bottom edge placed 23 mm from the top of the mailpiece.
- Except for the indicia and the USPS FIM mark, avoid placing graphics or print in the exclusion zone, because they might obscure the legibility of the USPS-applied cancellation mark if used.
- Place the logo vertically from the top edge of the envelope to the top edge of the address area.
- Maintain the clearance area around the logo to keep an identification of the mailpiece as it goes through the system.
- Do not place anything above the logo.

Sample 6" x 9" Business Reply Mail Envelope



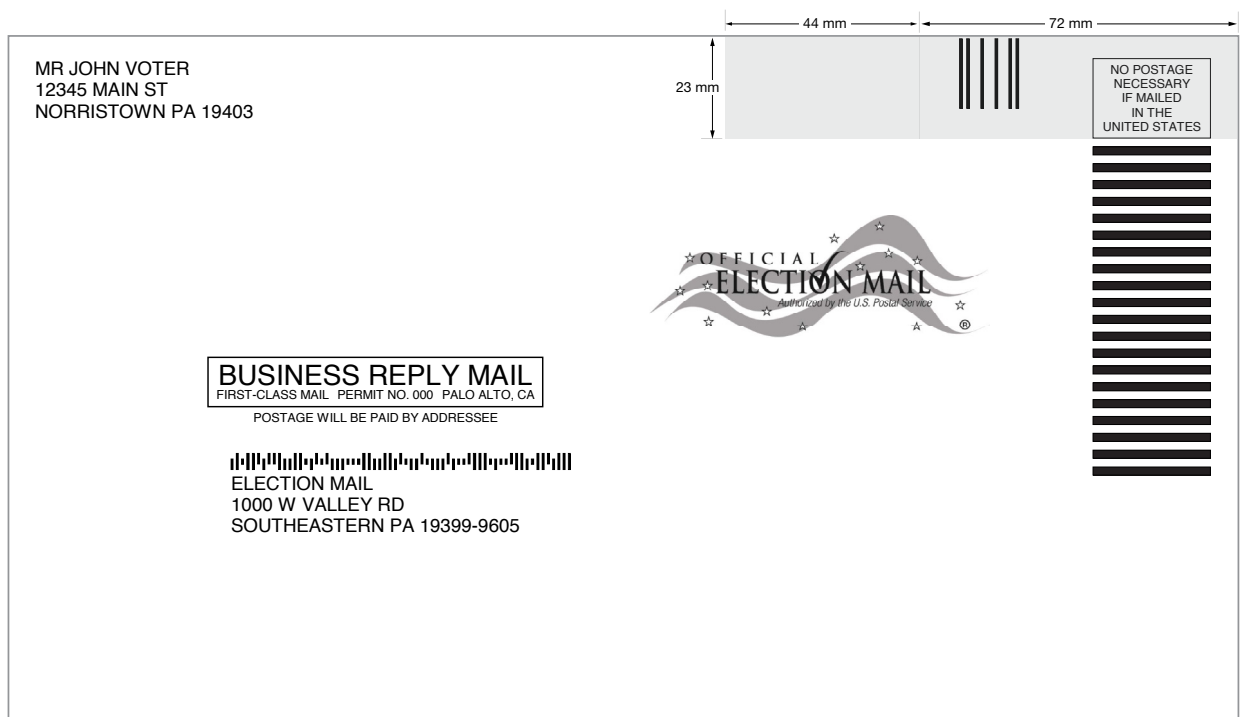
NOT TO SCALE

Sample 3.875" x 8.875" Business Reply Mail Envelope



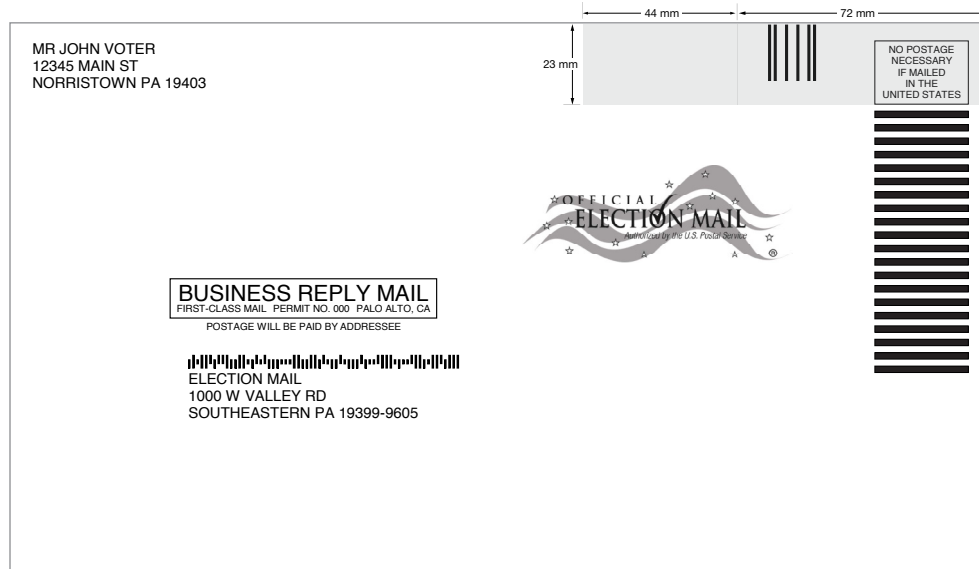
NOT TO SCALE

Sample 4.125" x 9.5" Business Reply Mail Envelope



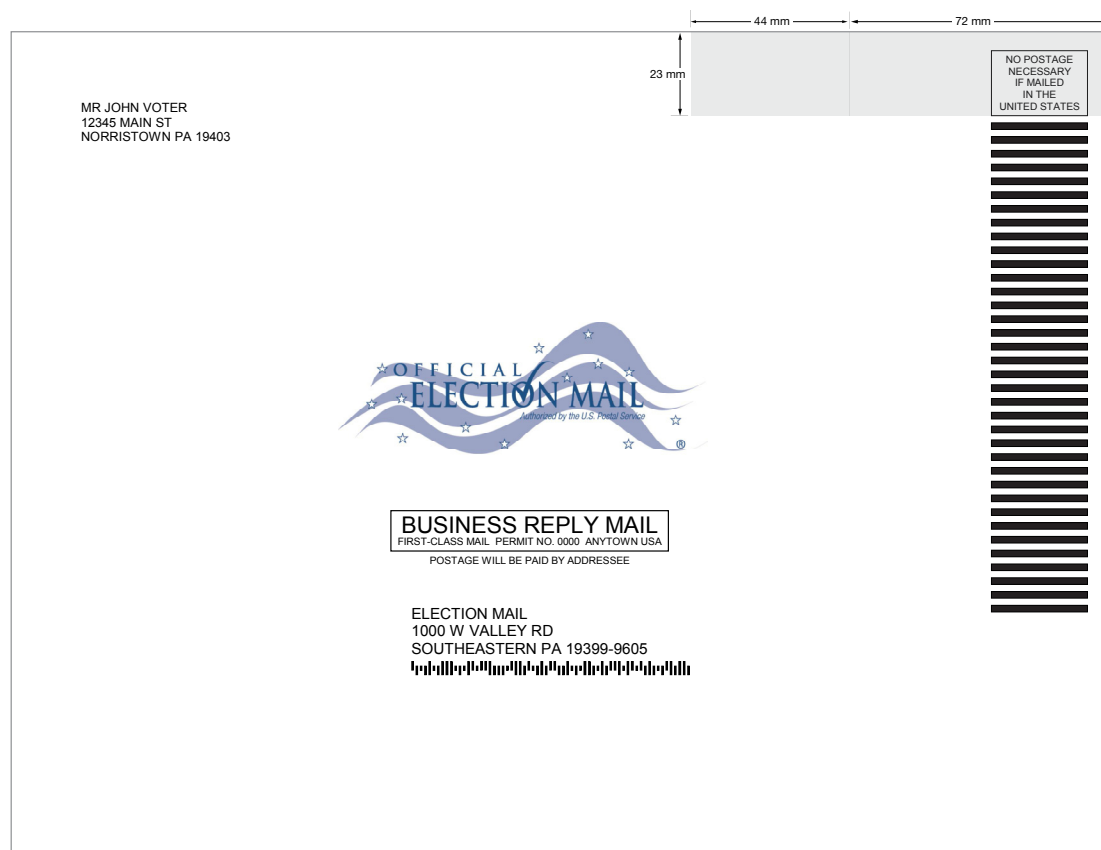
NOT TO SCALE

Sample 6.125" x 11" Business Reply Mail Envelope



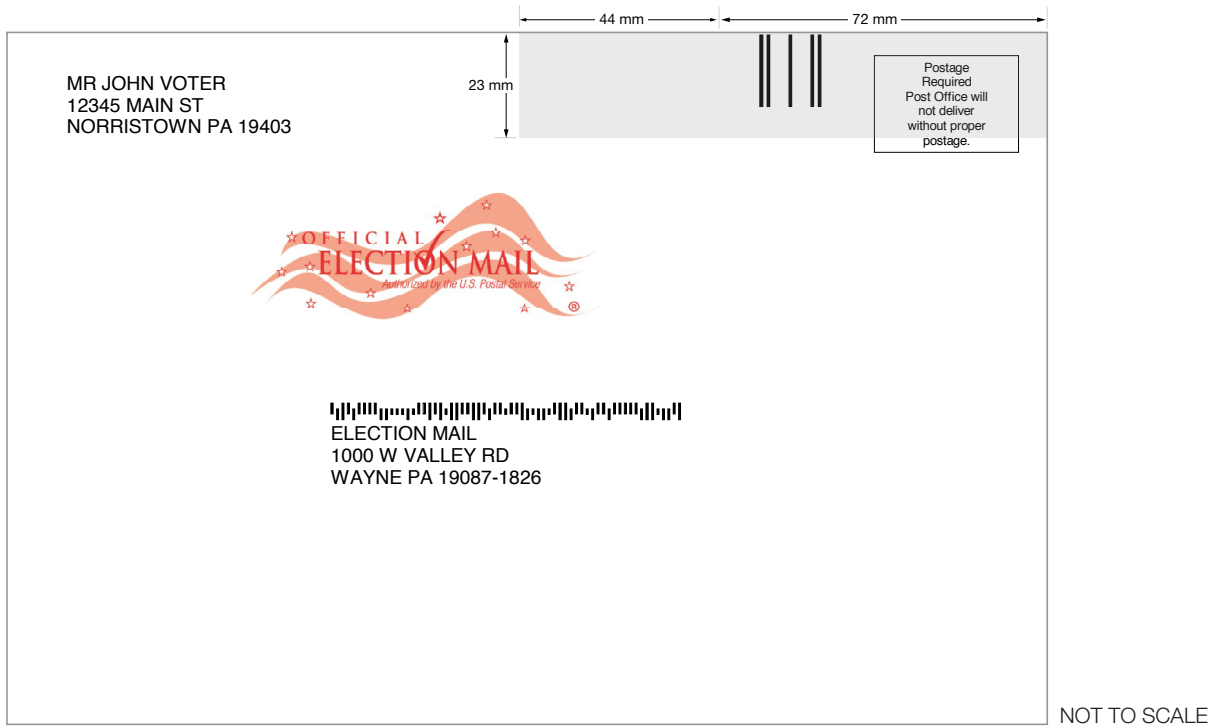
NOT TO SCALE

Sample 9" x 12" Business Reply Mail Envelope

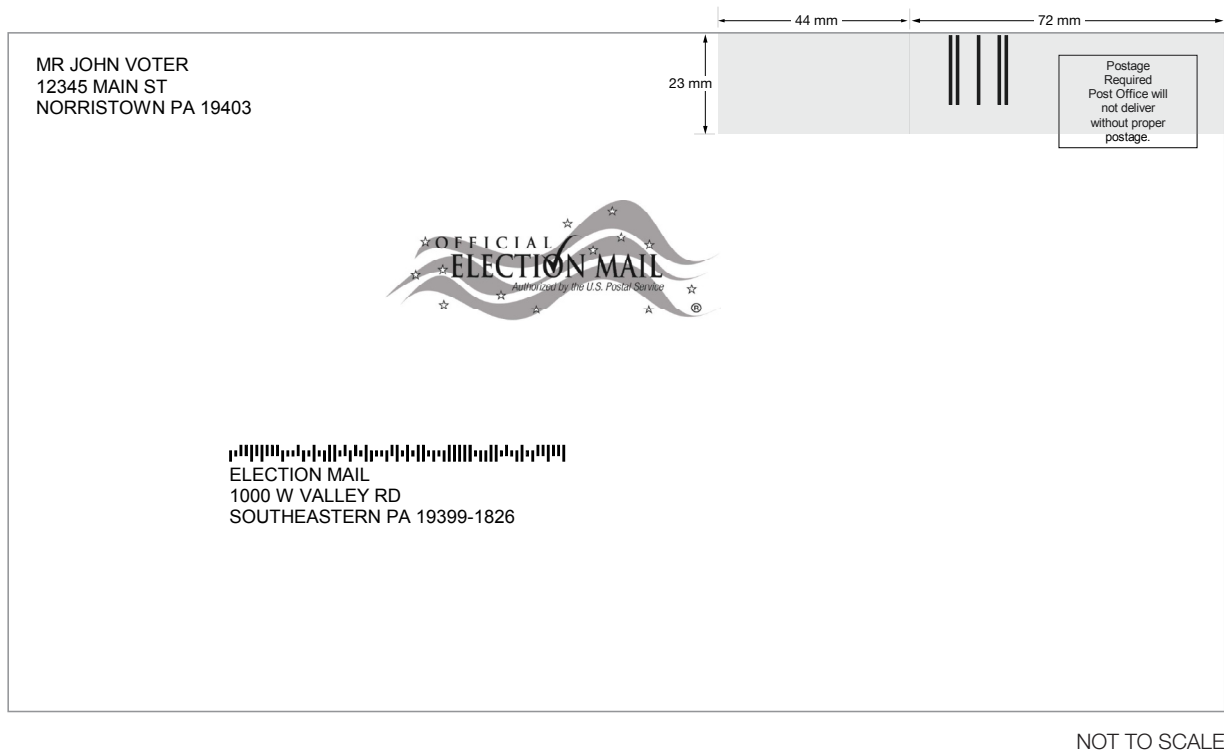


NOT TO SCALE

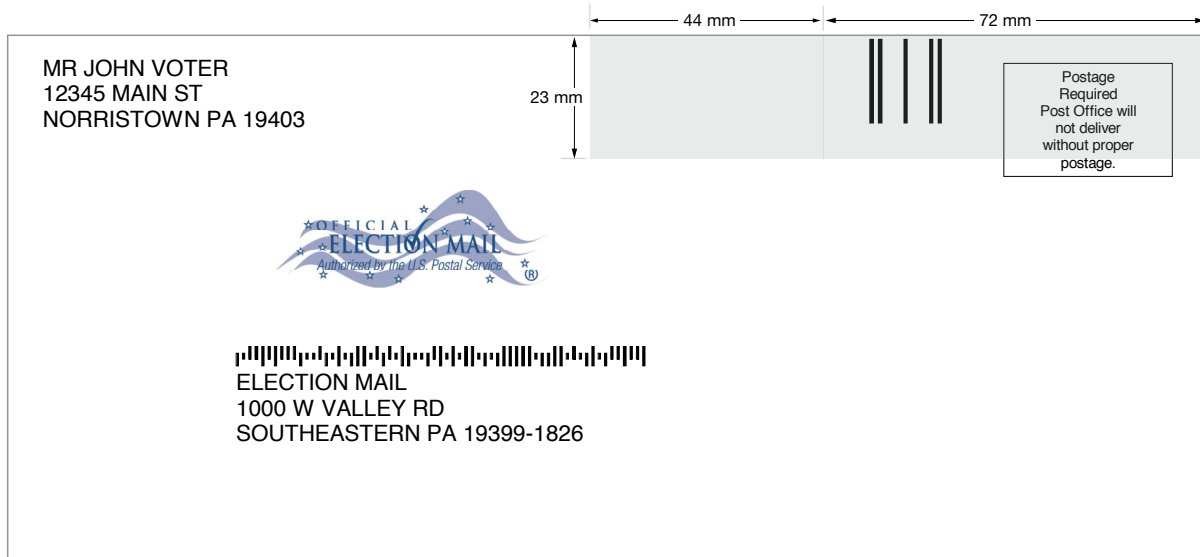
Sample 6" x 9" Courtesy Reply Mail Envelope



Sample 6.125" x 11" Courtesy Reply Mail Envelope

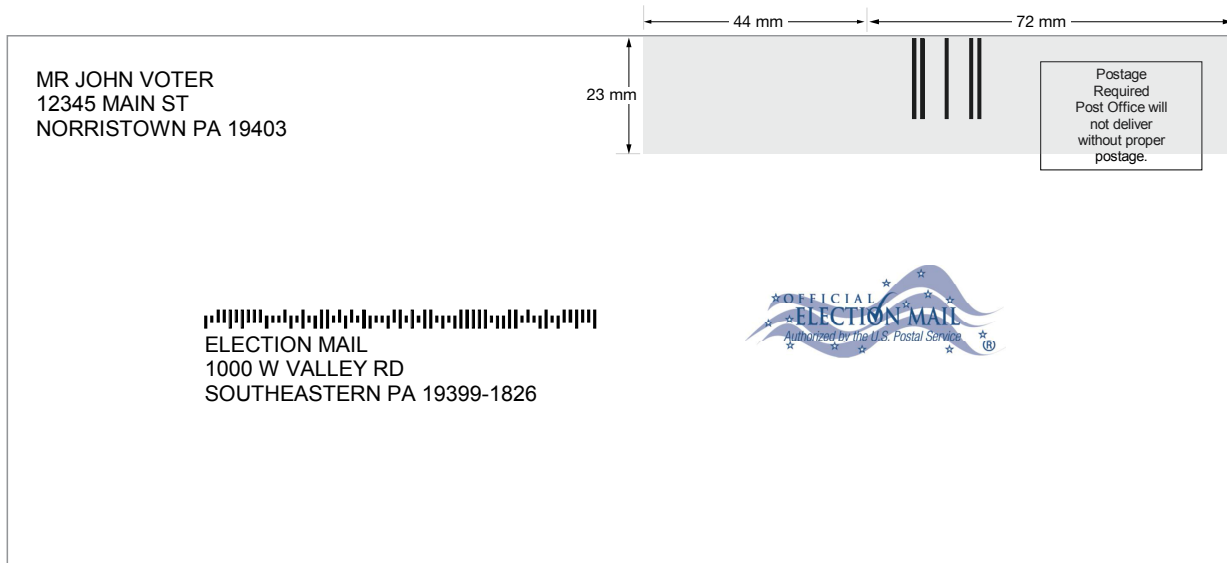


Sample 3.875" x 8.875" Courtesy Reply Mail Envelope



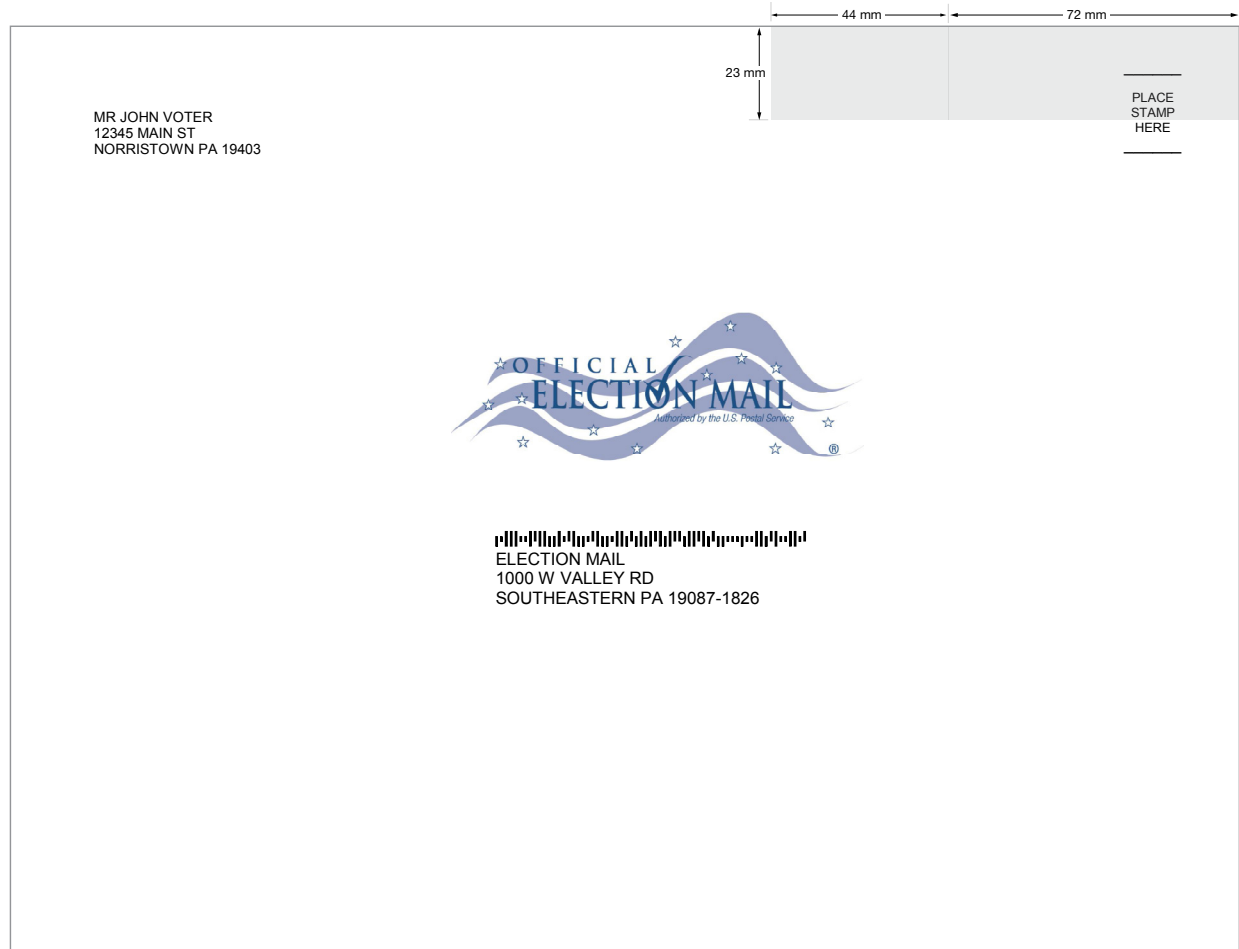
NOT TO SCALE

Sample 4.125" x 9.5" Courtesy Reply Mail Envelope



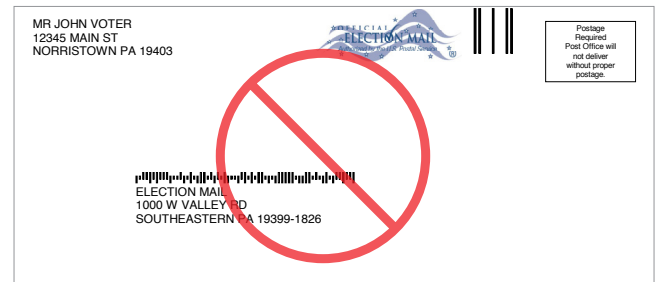
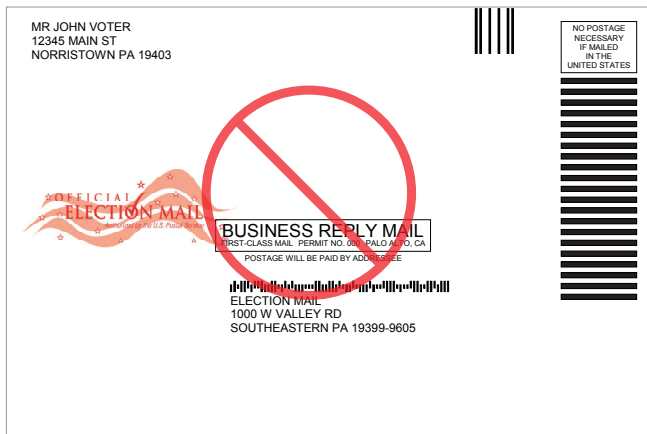
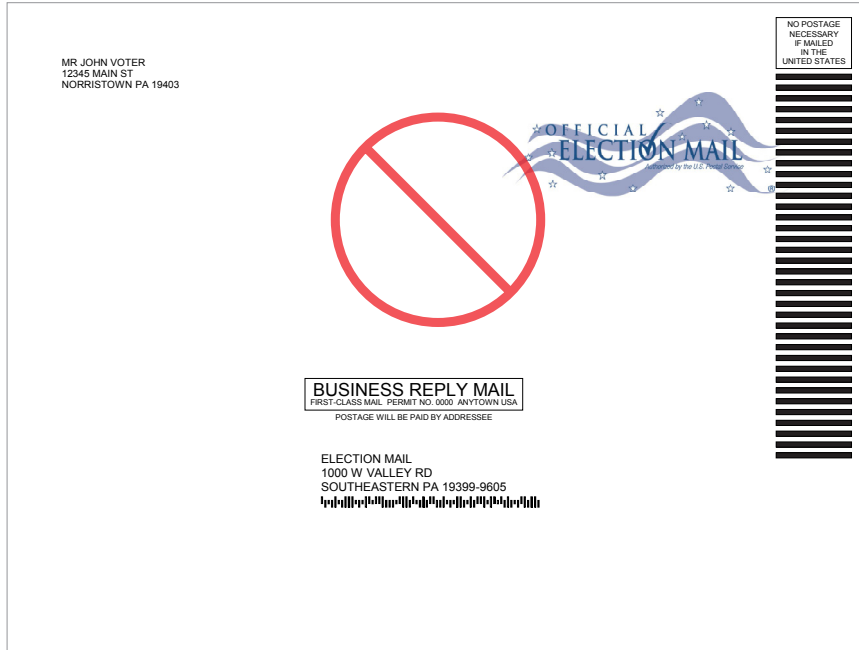
NOT TO SCALE

Sample 9" x 12" Courtesy Reply Mail Envelope



NOT TO SCALE

Samples of Incorrect Official Election Mail Logo Usage



NOT TO SCALE

Reference — USPS Official Election Mail Logo

The USPS® Official Election Mail logos below have been specially created. Do not alter or resize the logo when reproducing it. The ® (registered mark) should never be smaller than 5pt. Allow at least 1X or 1/4 of an inch, whichever is larger, of clear space around the logo.

SMALL USE (for labels, postcards and envelopes not exceeding 4 1/8" x 9 1/2")



MEDIUM USE (for envelopes which exceed 4 1/8" x 9 1/2")



LARGE USE (for placards and all other envelopes which are large and oversized)



LOGO COLORS (OEM logos can only be printed in Black, PMS 485 or PMS 294)



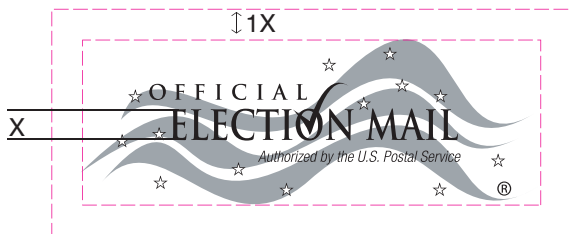
Black

PMS 485

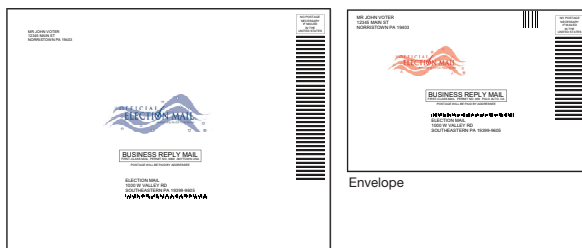


PMS 294

Clearance area



CORRECT USE



Envelope



Envelope

PLACEMENT OF LOGO

Place the Official Election Mail logo on the address side of the mailpiece while avoiding the address area and the area for the indicia or postage stamp. Place the logo vertically from the top edge of the envelope to the top edge of the address area. Maintain the clearance area around the logo to keep an identification of the mailpiece as it goes through the system. Do not place anything above the logo.

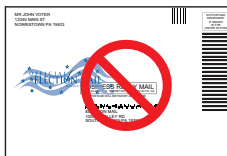
INCORRECT



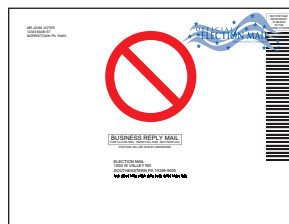
Envelope



Envelope



Envelope



Envelope

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4. Use of the logo must conform strictly to the guidelines set forth in this guide. Placement of the logo on a mailpiece must not interfere with the postage area, address area, return address area, or barcode clear zone.

You can find more information about classes of mail, preparation requirements, rules, regulations and policies online at pe.usps.com.

Direct questions on mailpiece design and placement of the Official Election Mail logo to a Mailpiece Design Analyst using the information on page 5.

Direct questions regarding the limited use, conditions and legal policy related to the Official Election Mail logo to:

BRAND AND POLICY
475 L'ENFANT PLZ SW RM 4636
WASHINGTON DC 20260-3101

E-mail: imagereq@email.usps.gov

